



Breakfast Cereals in the Philippines

December 2025

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Breakfast Cereals in the Philippines - Category analysis

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2025 DEVELOPMENTS

Hot cereals and family routines sustain growth for breakfast cereals

INDUSTRY PERFORMANCE

Breakfast cereals records steady expansion in 2025

Hot cereals sees fastest growth

WHAT'S NEXT?

Retail value and volume sales projected to grow steadily

Muesli and granola supported by health and lifestyle positioning

Sustainability agenda gathers importance in breakfast cereals

COMPETITIVE LANDSCAPE

Pepsi-Cola Products Philippines Inc builds on leadership in hot cereals

Golden Nutritious Foods sees success in hot cereals with Golden Oats

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Retail e-commerce benefits from promotions and sales

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EXECUTIVE SUMMARY

Essential demand holds firm as innovation and digital reach expand

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INDUSTRY PERFORMANCE

Staple foods benefits from essential nature of categories

Digitalisation and collaborations shape development in 2025

Health and wellness trends remain highly impactful

WHAT'S NEXT?

Further growth forecast as government works to ease price pressure

Health concerns will continue to inform innovation

Players to increase investment in sustainability

COMPETITIVE LANDSCAPE

Purefoods-Hormel retains overall leadership through namesake brand

Nongshim expands thanks to success in instant noodles

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